



B2B CONTENT MARKETING 2020

Benchmarks, Budgets, and Trends—North America



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TABLE OF CONTENTS

■ WELCOME	3
■ B2B CONTENT MARKETING TOP PERFORMERS AT-A-GLANCE	4
■ KEY FINDINGS.....	6
■ SUCCESS & MATURITY	8
■ STRATEGY, OPINIONS & TECHNOLOGY	11
■ TEAM STRUCTURE & OUTSOURCING	15
■ CONTENT CREATION & DISTRIBUTION	20
■ METRICS & GOALS	29
■ BUDGETS & SPENDING	34
■ CONTENT MARKETING PRIORITIES	39
■ METHODOLOGY	41
■ ABOUT	42

SURVEY TERM DEFINITIONS

Content Marketing: A strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience—and, ultimately, to drive profitable customer action.

Success: Achieving your organization's desired/targeted results.

CHART TERM DEFINITIONS

All Respondents: B2B North America content marketers, all of whom indicated their organization has used content marketing for at least one year (see Methodology for more details).

Most and Least Successful: The “most successful” (aka “top performers”) are those who characterize their organization’s overall content marketing approach as extremely or very successful (Top 2). The “least successful” characterize their organization’s approach as minimally or not at all successful (Bottom 2). See page 9.

Some charts in this report compare Most Successful vs. All Respondents vs. Least Successful. In many instances, charts reflect the findings based on All Respondents. Some charts show notable differences we observed based on things like company size or annual content marketing budget.

Company Size: Small (1-99 employees), medium (100-999 employees), and large/enterprise (1,000+).

NOTE

Use caution if making comparisons with past years. The survey methodology changed beginning with our 2019 version of this report, when we began asking respondents to confirm their content marketing role and whether their organization has used content marketing for at least one year.

Welcome to our annual *B2B Content Marketing Benchmarks, Budgets, and Trends—North America* report. We're excited to present you with the findings from our latest content marketing survey.

Content marketing has changed a lot since we launched this research nearly a decade ago. We marketers are still focused on content creation, but our thinking about the audiences for whom we create that content has evolved. So, too, have the ways we distribute, measure, and improve upon our content marketing. Technology has played a big role, along with the knowledge we've gained through our content marketing experiences.

As you'll see in this report, some organizations are more developed than others with their content marketing. But you'll also recognize your own practices reflected in many of the findings. Where does your company stand? What do you need to get to where you want to be? If you need help, let us know!

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This Year's B2B Content Marketing Top Performers At-A-Glance

	Most Successful	All Respondents	Least Successful
Organization's content marketing is sophisticated/mature	87%	42%	8%
Has a documented content marketing strategy	69%	41%	16%
Has a centralized content marketing group working throughout the organization	44%	25%	14%
Uses metrics to measure content performance	95%	80%	62%
Has KPIs to measure content initiatives	83%	65%	30%
Measures content marketing ROI	67%	43%	23%
Rates ability to demonstrate ROI as excellent/very good	84%	59%	25%
Uses content marketing successfully to:			
Build loyalty with customers	84%	63%	39%
Nurture subscribers/audiences/leads	83%	68%	51%
Generate sales/revenue	75%	53%	29%
Build a subscribed audience	68%	45%	30%

This Year's B2B Content Marketing Top Performers At-A-Glance (continued)

	Most Successful	All Respondents	Least Successful
Always/frequently:			
Prioritizes audience's informational needs over organization's sales/promotional message	88%	66%	50%
Crafts content based on specific stages of the customer journey	74%	48%	26%
Strongly/somewhat agrees:			
Organization prioritizes delivering relevant content when and where a person is most likely to see it	93%	71%	37%
Organization provides customers with optimal experiences across their engagement journey	83%	52%	23%

*Chart term definitions: A top performer (aka “most successful”) is a respondent who characterizes their organization’s overall content marketing approach as extremely or very successful. The “least successful” characterize their organization’s approach as minimally or not at all successful.

Base: B2B content marketers.

2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

Goals for content marketing are largely focused on the top of the funnel

Most B2B marketers use content marketing successfully to achieve top-of-funnel goals. Fewer report they use it successfully on activities that deepen relationships. There have, however, been notable year-over-year (YOY) increases in those who use it to nurture, build loyalty, and generate sales/revenue. See page 33.

Small teams are the norm

It's rare to find internal teams of more than 5 full-time employees dedicated solely to content marketing. Even large companies are most likely to have teams in the 2 to 5 range. See page 17.

Half outsource at least one content marketing activity, with content creation being the most likely

84% of those who outsource cite content creation, with content distribution a distant second (31%). See pages 18 and 19.

Among the content types used, in-person events are the highest performing for securing and converting leads

Blog posts/short articles are the highest performing for building brand awareness, while email newsletters are highest for nurturing leads. See page 25.



Effectively targeted content distribution may be an issue for about one-third of all surveyed

71% agree their organization prioritizes delivering relevant content when and where a person is most likely to see it. The remaining 29% neither agree nor disagree (15%)—or disagree (14%). Top performers do a better job in this area. See page 13.

84% use paid distribution channels for content marketing purposes

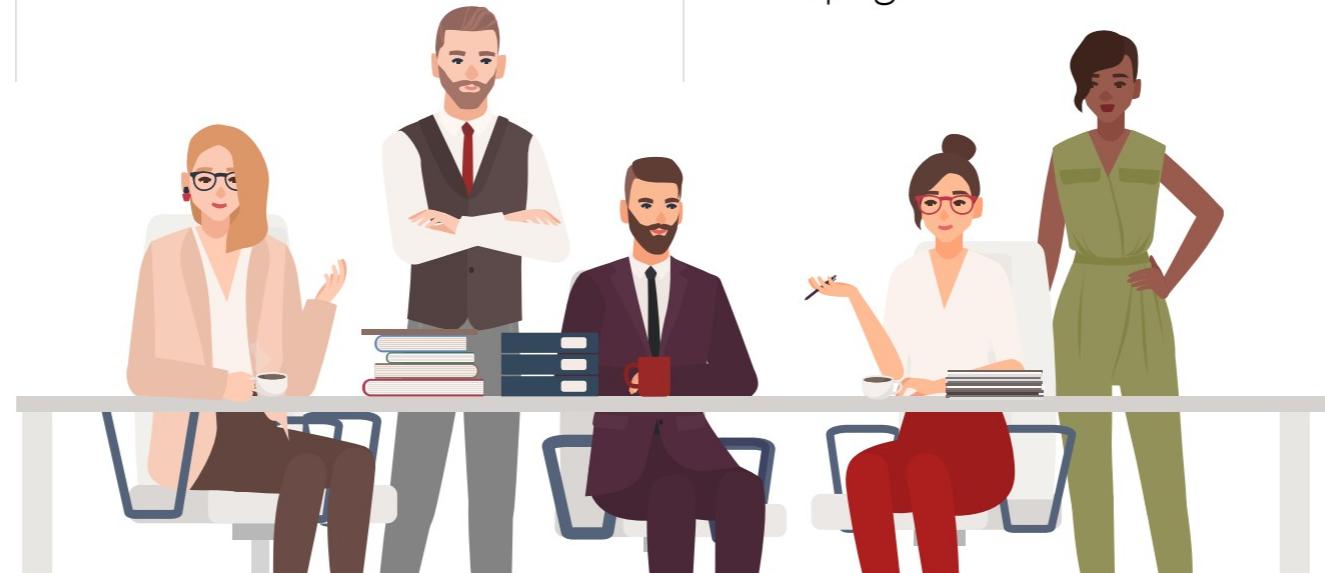
Paid social is the top paid channel B2B marketers use for content marketing. LinkedIn is both the top organic and paid social media platform they use, and the one they say generates the best content marketing results for their organization. See page 27.

Most use metrics to measure content performance, but fewer have KPIs or measure content marketing ROI

Key performance indicators (KPIs) are more common among the top performers than all respondents (83% vs. 65%). Among all respondents who measure return on investment (ROI), 59% say they do an excellent or very good job at it (that number jumps to 84% for the top performers). See page 30.

Top performers are more likely than all surveyed to provide optimal experiences across the customer journey

83% of top performers agree their organization provides optimal experiences across all phases of the customer journey compared with just half (52%) of all respondents. See page 13.



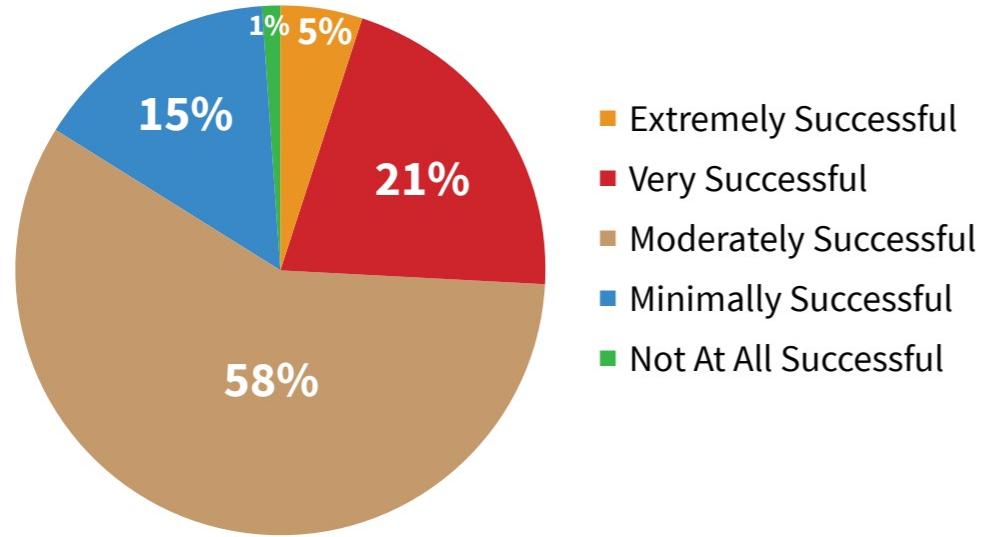


SUCCESS & MATURITY

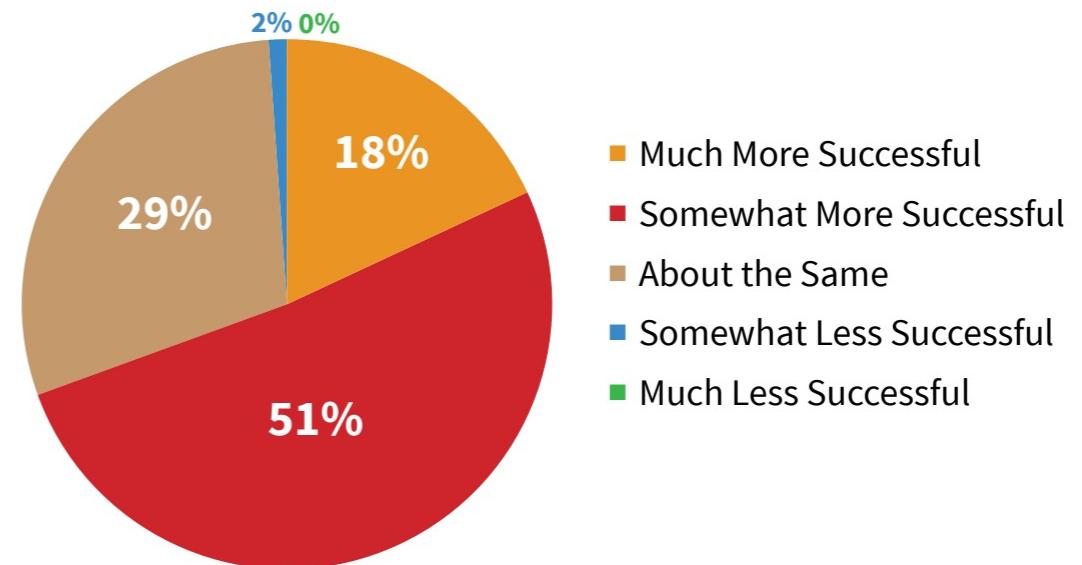


Overall success with content marketing is similar to that reported for the last 3 years, with the largest percentage saying their organization is moderately successful.

How B2B Marketers Rate Their Organization's Overall Level of Content Marketing Success



How B2B Marketers Rate Their Organization's Content Marketing Success Compared With One Year Ago



Base: B2B content marketers; aided list.

2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

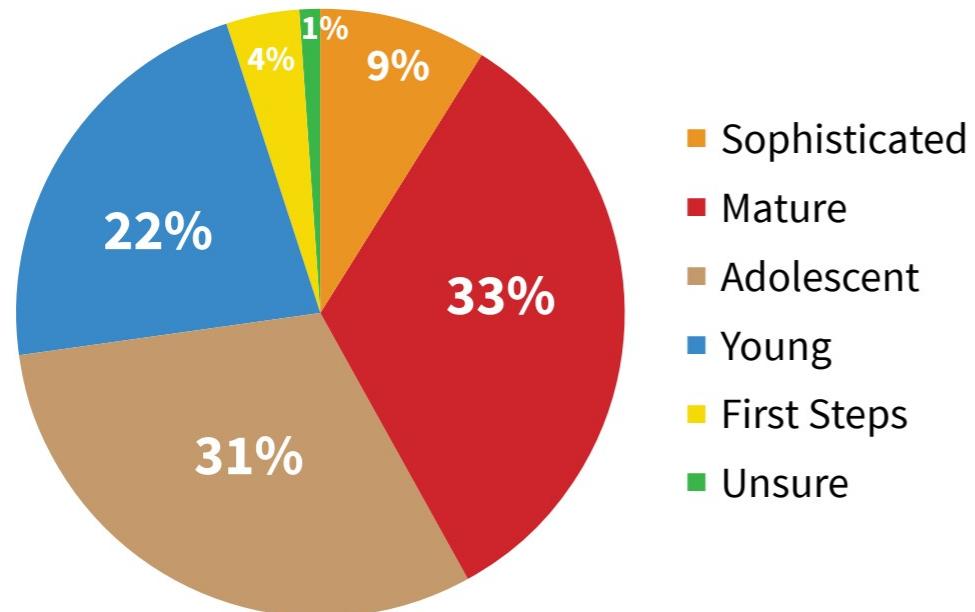
Base: B2B content marketers; aided list.

2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

Note: The survey defined success as achieving your organization's desired/targeted results. This report defines the Top 2 respondents (extremely/very) as "most successful" or "top performers," and the Bottom 2 (minimally/not at all) as "least successful."

42% of B2B marketers say their organization is in the sophisticated/mature phase of content marketing maturity. The percentages shown here are similar to last year.

How B2B Marketers Rate Their Organization's Content Marketing Maturity Level



Base: B2B content marketers; aided list.

2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

SOPHISTICATED

Providing accurate measurement to the business, scaling across the organization

MATURE

Finding success, yet challenged with integration across the organization

ADOLESCENT

Have developed a business case, seeing early success, becoming more sophisticated with measurement and scaling

YOUNG

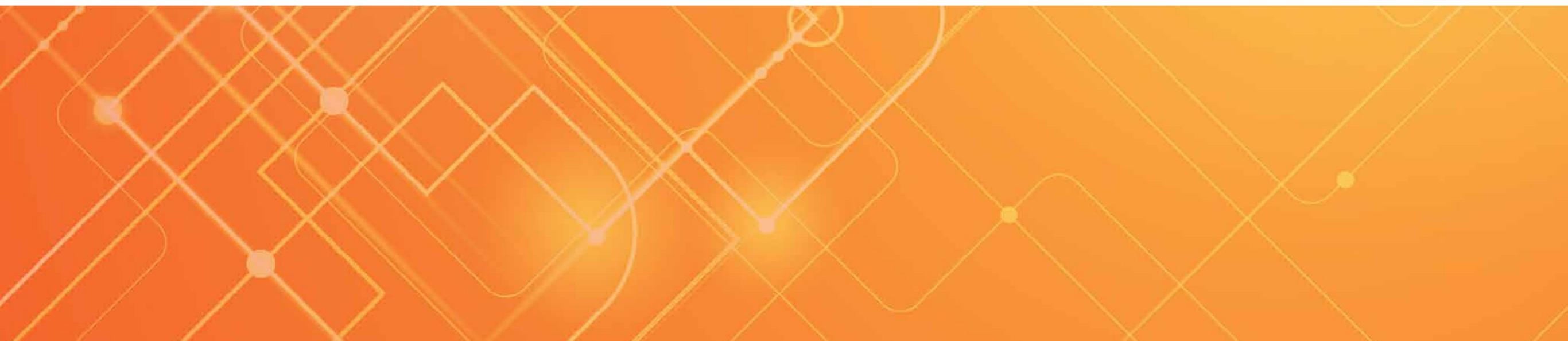
Growing pains, challenged with creating a cohesive strategy and a measurement plan

FIRST STEPS

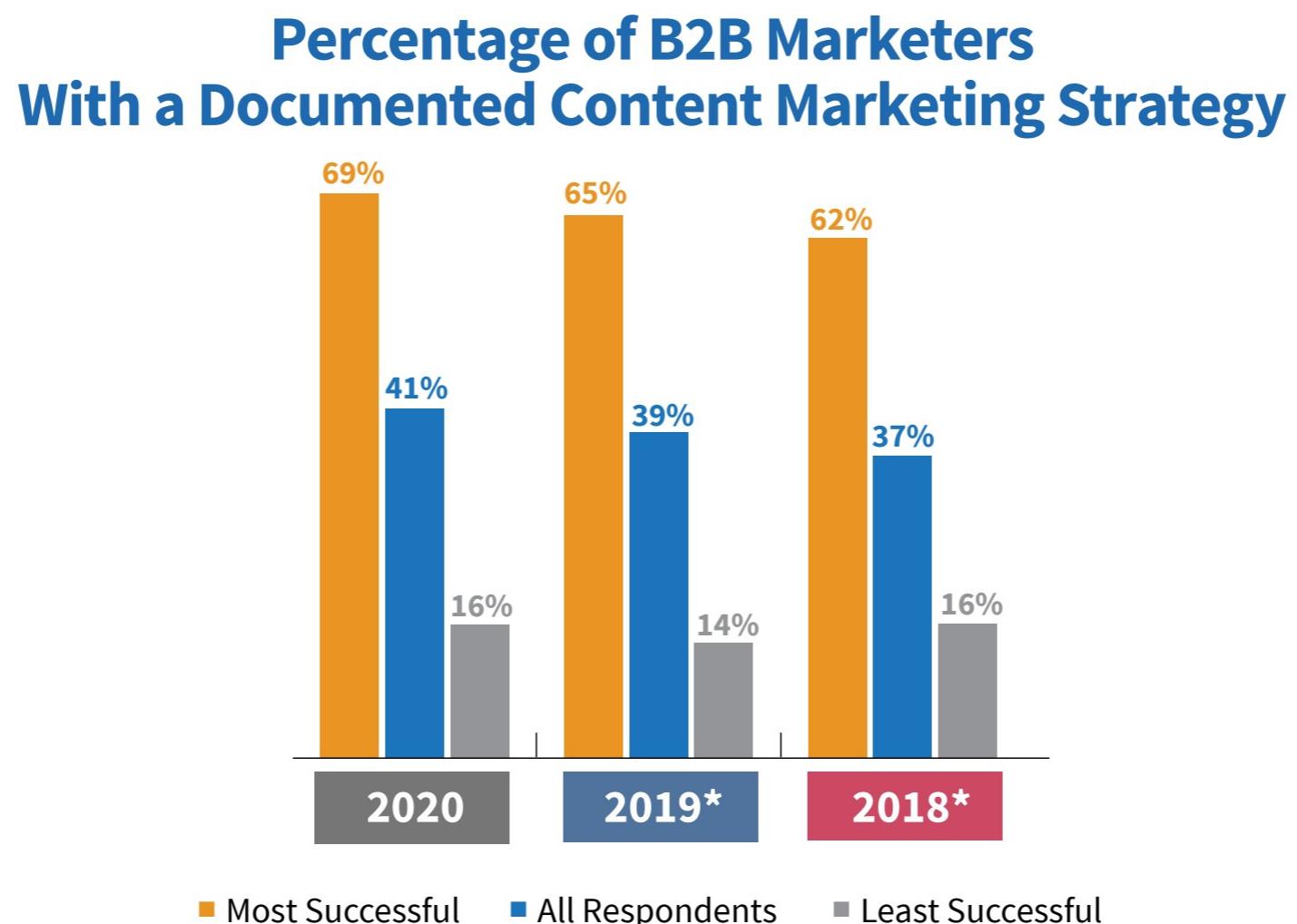
Doing some aspects of content, but have not yet begun to make content marketing a process



STRATEGY, OPINIONS & TECHNOLOGY



The percentage of content marketers who document their content marketing strategy has inched up slowly year over year. Our annual research consistently shows that a documented strategy is often a key indicator of content marketing success.



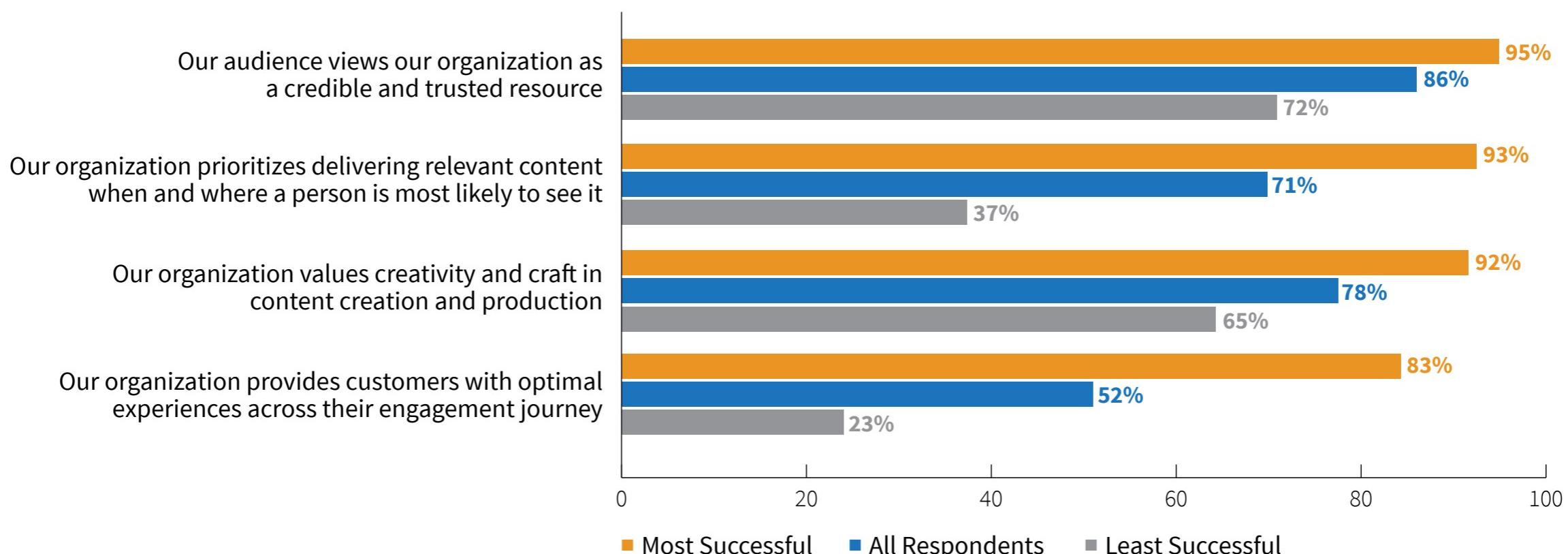
*As reported in the 2019 and 2018 versions of this report.

Base: B2B content marketers; aided list.

2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

52% of B2B marketers agree their organization provides customers with optimal experiences across the engagement journey.

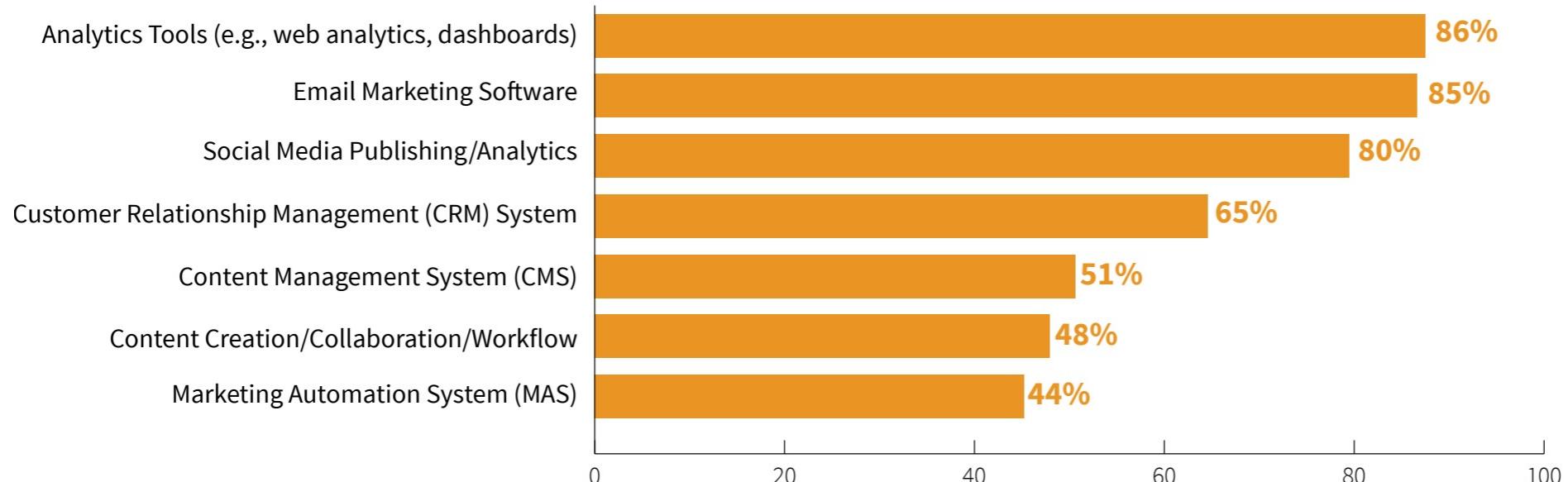
B2B Marketers' Opinions About Content Marketing in Their Organization (Strongly/Somewhat Agree)



*Base: B2B content marketers who answered each statement.
2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs*

The top 2 technologies B2B organizations use to assist with content marketing are analytics tools (86%) and email marketing software (85%).

Technologies B2B Organizations Use to Assist With Content Marketing (Top 7)



Base: B2B content marketers. Aided list; multiple responses permitted.
2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

Other technologies used:

Content Distribution Platform (33%); Content Optimization (24%); Content Performance/Recommendation Analytics (22%); Digital Asset Management (DAM) System (20%); and Integrated Content Marketing Platform (10%). 2% said none of the above.

TEAM STRUCTURE & OUTSOURCING

52% of B2B marketers report their organization has a small (or one-person) marketing/content marketing team serving the entire organization.

The second most common reported way of organizing is the centralized group structure, although this varies by company size. In addition, the centralized structure is the most common reported method among the top performers (see page 4).

B2B Organizations' Content Marketing Team Structure

	All Respondents	Small (1-99 Employees)	Medium (100-999 Employees)	Large (1,000+ Employees)
We have a centralized content marketing group that works with multiple brands/products/departments throughout the organization	25%	19%	32%	28%
Each brand/product/department has its own content marketing team	6%	1%	4%	21%
Both—We have a centralized group and individual teams throughout the organization	15%	8%	11%	36%
We have a small (or one-person) marketing/content marketing team serving the entire organization	52%	70%	52%	12%
Other	2%	2%	1%	3%

Base: B2B content marketers; aided list.

2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

35% of B2B marketers say their organization has 2 to 5 internal team members who are full-time/dedicated to content marketing; another 32% have no full-time person.

Teams grow with company size, but even large companies are most likely to have teams of 2 to 5 (49%).

B2B Organizations' Content Marketing Team Size (Full-Time/Dedicated to Content Marketing)

	All Respondents	Small (1-99 Employees)	Medium (100-999 Employees)	Large (1,000+ Employees)
11+	4%	0%	3%	12%
6-10	5%	2%	4%	14%
2-5	35%	25%	40%	49%
1	24%	29%	27%	13%
0 (no one is full-time, dedicated)	32%	44%	26%	12%

Base: B2B content marketers.

2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

Half of B2B marketers outsource at least one content marketing activity.

Large companies are the most likely to outsource. Overall content marketing success has little bearing on whether a company outsources.

Does Your B2B Organization Outsource Any Content Marketing Activities?

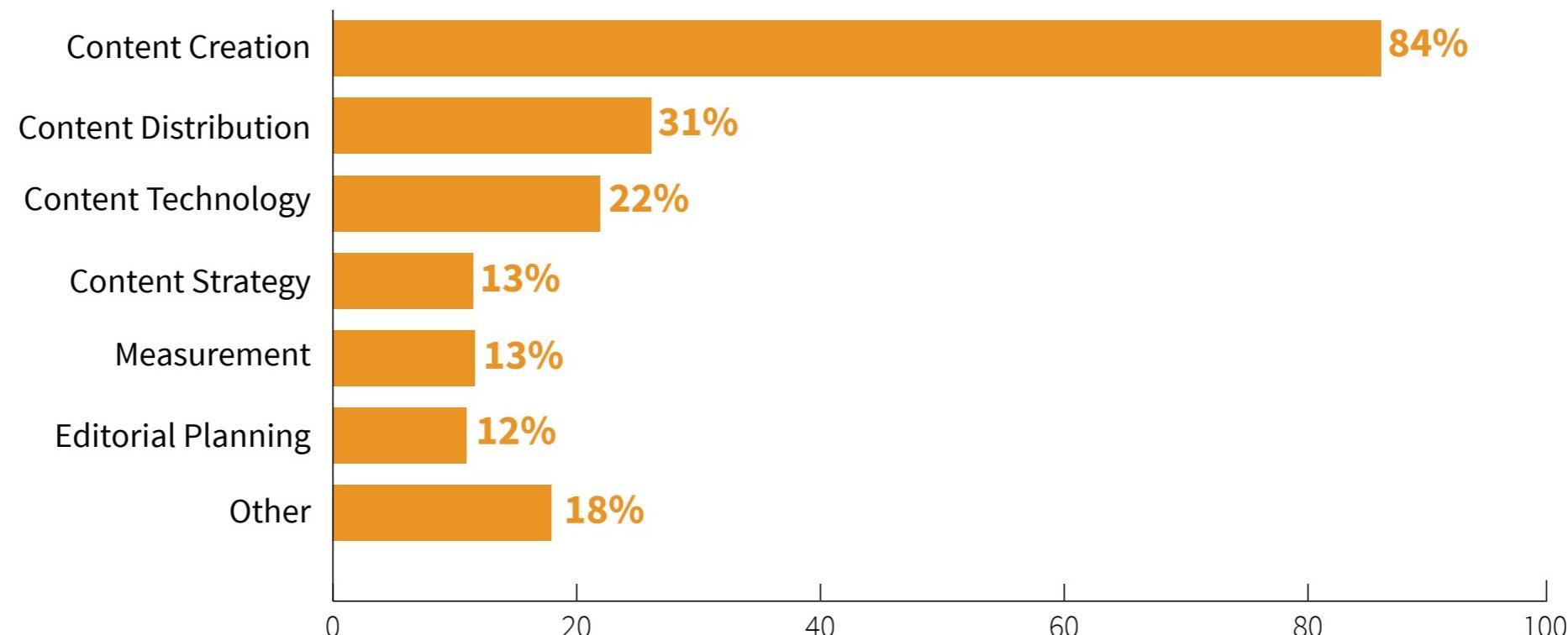
	All Respondents	Small (1-99 Employees)	Medium (100-999 Employees)	Large (1,000+ Employees)
Yes	50%	37%	56%	71%
No	50%	63%	44%	29%

Base: B2B content marketers.

2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

Content creation is the activity B2B marketers are most likely to outsource, regardless of company size, content marketing budget, or overall content marketing success.

Content Marketing Activities B2B Organizations Outsource



Base: B2B content marketers whose organization outsources at least one content marketing activity. Aided list; multiple responses permitted.

2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

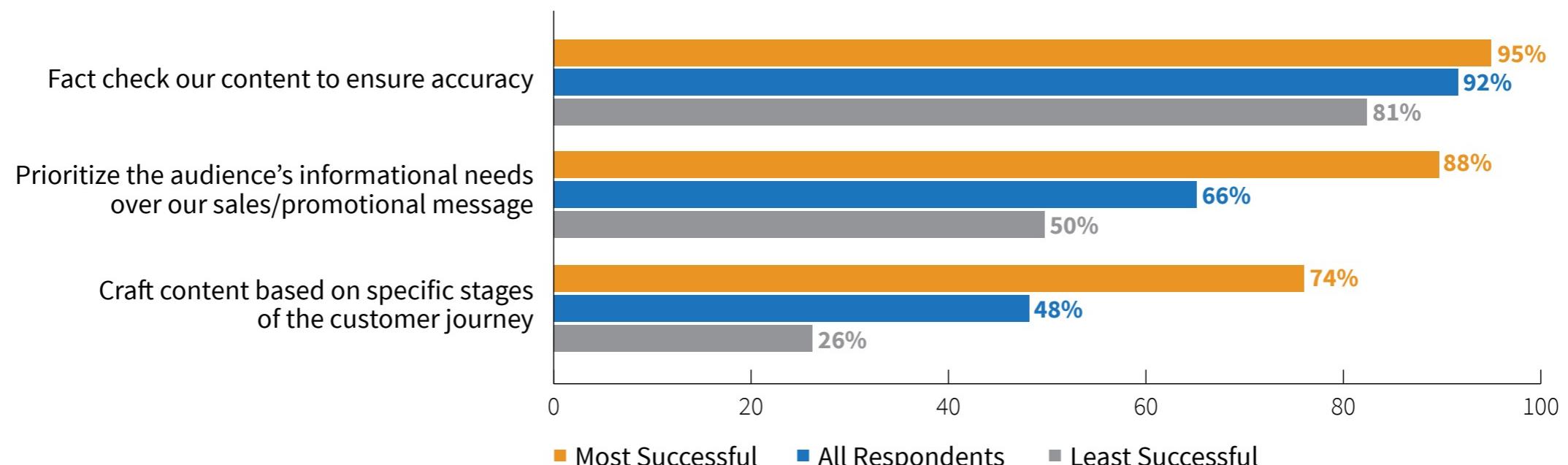


CONTENT CREATION & DISTRIBUTION



These findings are similar to last year's with one notable exception: There is a slight decrease in those prioritizing their audience's informational needs over their company's sales/promotional message.

Concepts B2B Marketers Always/Frequently Take Into Account While Creating Content for Their Organization

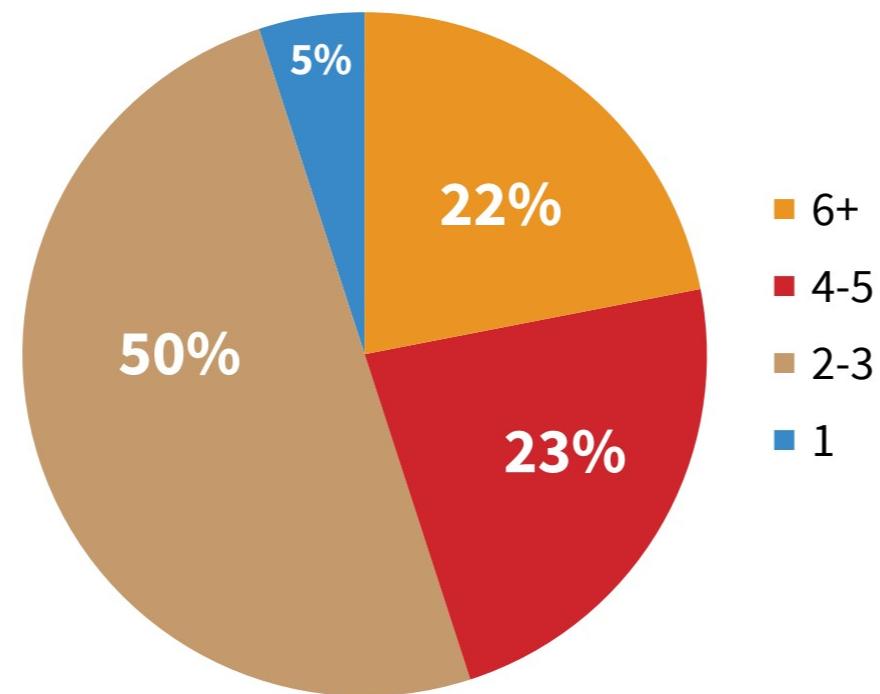


Note: Slight decrease is defined here as a decrease of 2 to 7 percentage points.

Base: B2B content marketers who answered each concept.
2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

The average number of audiences B2B marketers create content for is 4. The average is higher in large companies (5) and lower in small companies (3).

Number of Different Audiences B2B Marketers Create Content For

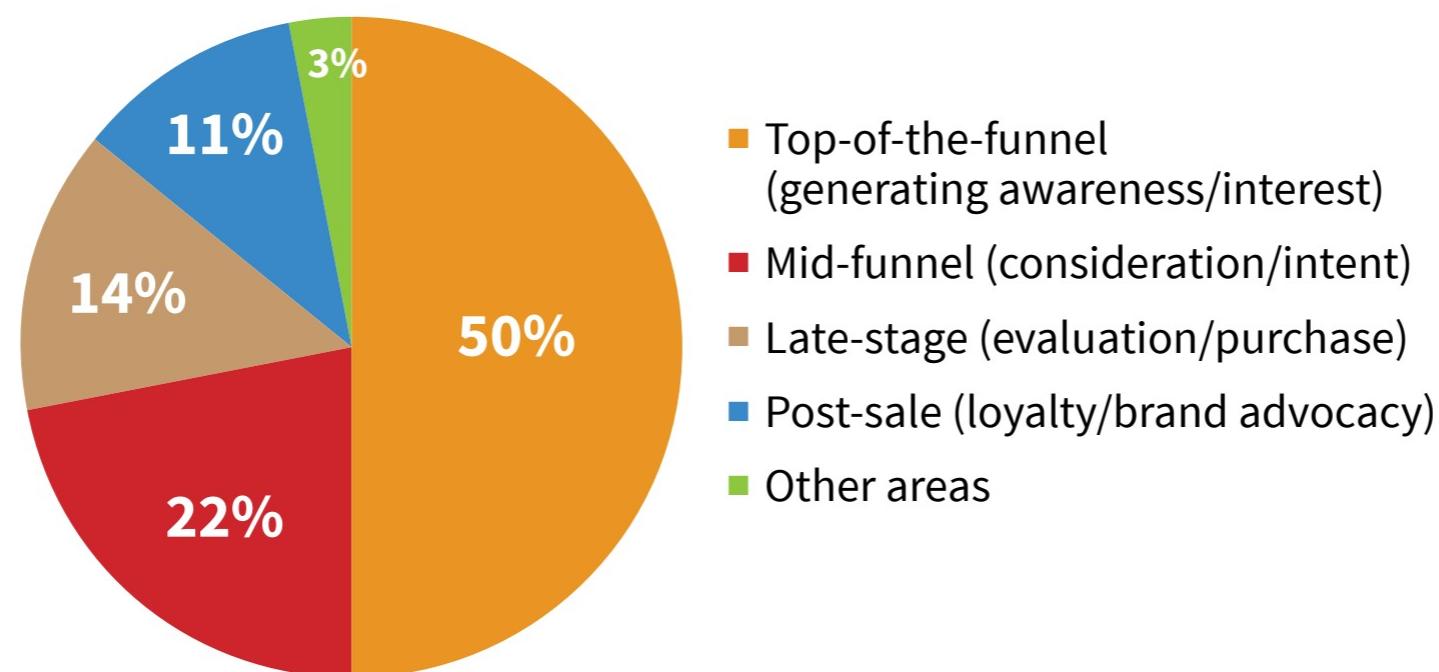


Base: B2B content marketers; aided list.

2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

Regardless of their organization's size, B2B marketers say half the content they produce is created for audiences in the early stages of the customer journey.

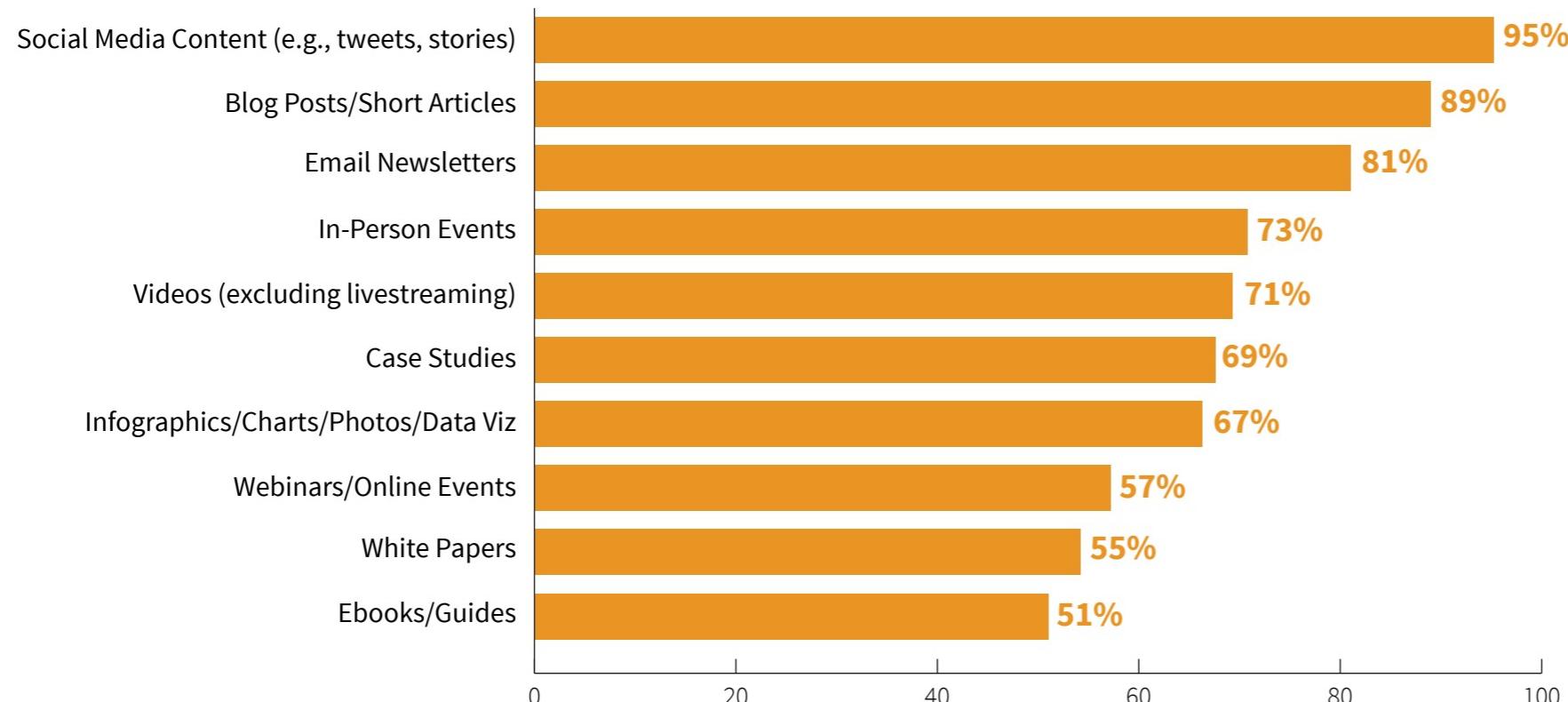
Percentage of Total Content B2B Marketers Created for Content Marketing Purposes in Last 12 Months



Base: B2B content marketers who answered the question. Percentages were required to equal 100%.
2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

The top 3 types of content B2B marketers use are social media content (95%), blog posts/short articles (89%), and email newsletters (81%).

Content Types B2B Marketers Used in Last 12 Months (Top 10)



Base: B2B content marketers. Aided list; multiple responses permitted.

2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

Other content types used in last 12 months: Long-Form Text (e.g., articles 3,000+ words) (38%); Research Reports (34%); Print Magazines (24%); Podcasts (21%); Livestreaming Content (10%); Print Books (9%); and Other (12%).

We asked respondents which content types are the highest performing for their organization for building brand awareness, securing leads, nurturing leads, and converting leads. Their top 3 responses in each category are shown here.



TO BUILD BRAND AWARENESS

Blog Posts/Short Articles (31%)

Social Media Content (e.g., tweets, stories) (25%)

In-Person Events (8%)

TO SECURE LEADS

In-Person Events (19%)
Webinars/Online Events (16%)

Ebooks/Guides (13%)

TO NURTURE LEADS

Email Newsletters (31%)
Blog Posts/Short Articles (13%)

In-Person Events & Case Studies (tied at 9%)

TO CONVERT LEADS

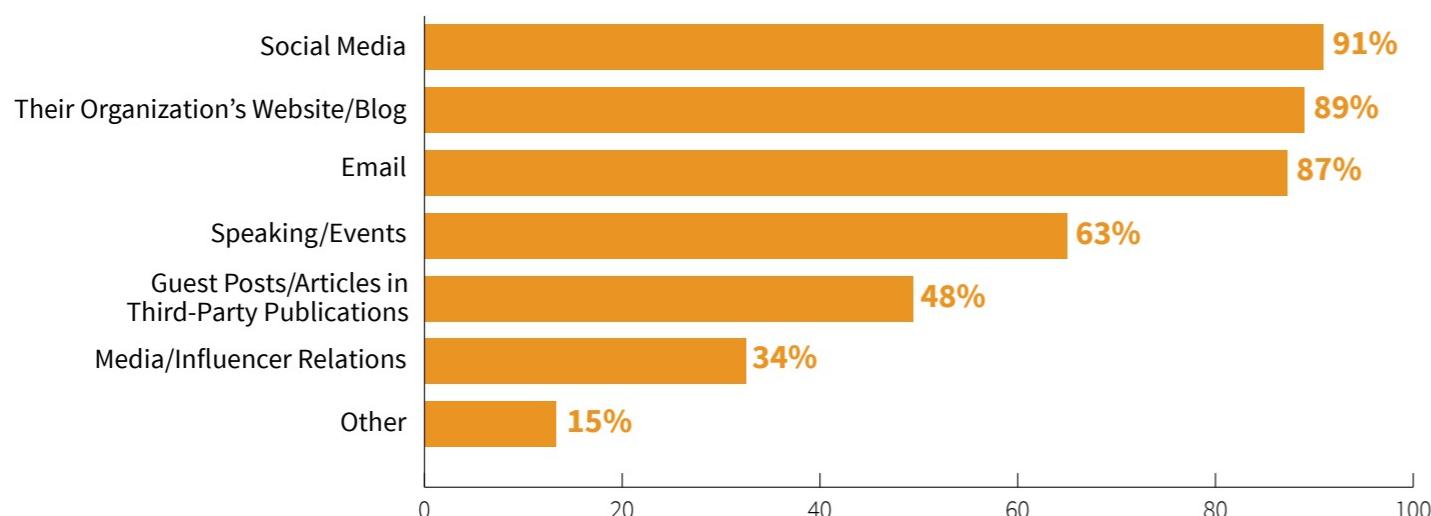
In-Person Events (25%)
Case Studies (23%)
Webinars/Online Events (11%)

Base: B2B content marketers whose organization used more than one content type for content marketing purposes in the last 12 months.

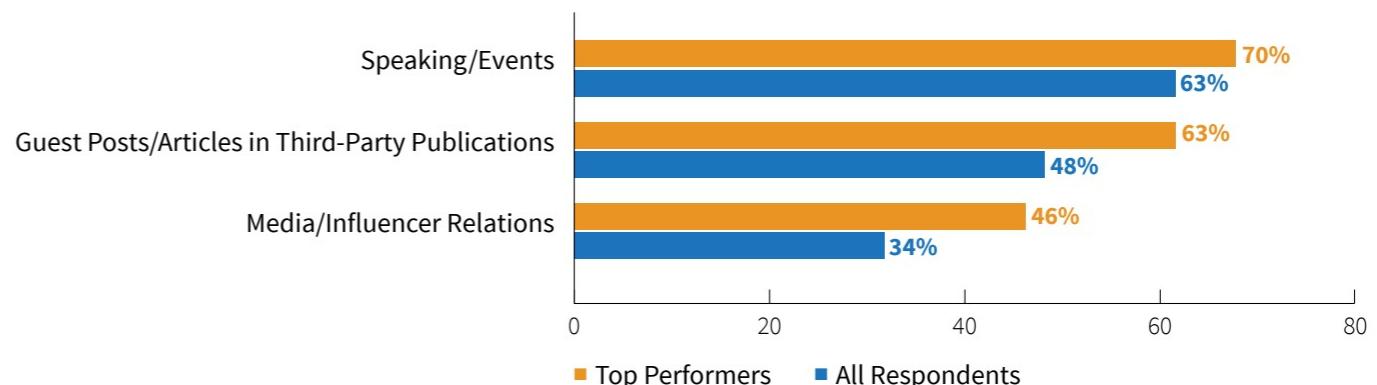
2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

The top 3 organic (free) content distribution channels B2B marketers use are social media (91%), their organization's website/blog (89%), and email (87%). The top performers are more likely to take advantage of additional opportunities such as speaking, guest articles, and media/influencer relations.

Organic Content Distribution Channels B2B Marketers Used in Last 12 Months



Notable Differences Between Top Performers and All Respondents (B2B Use of Organic Content Distribution Channels)

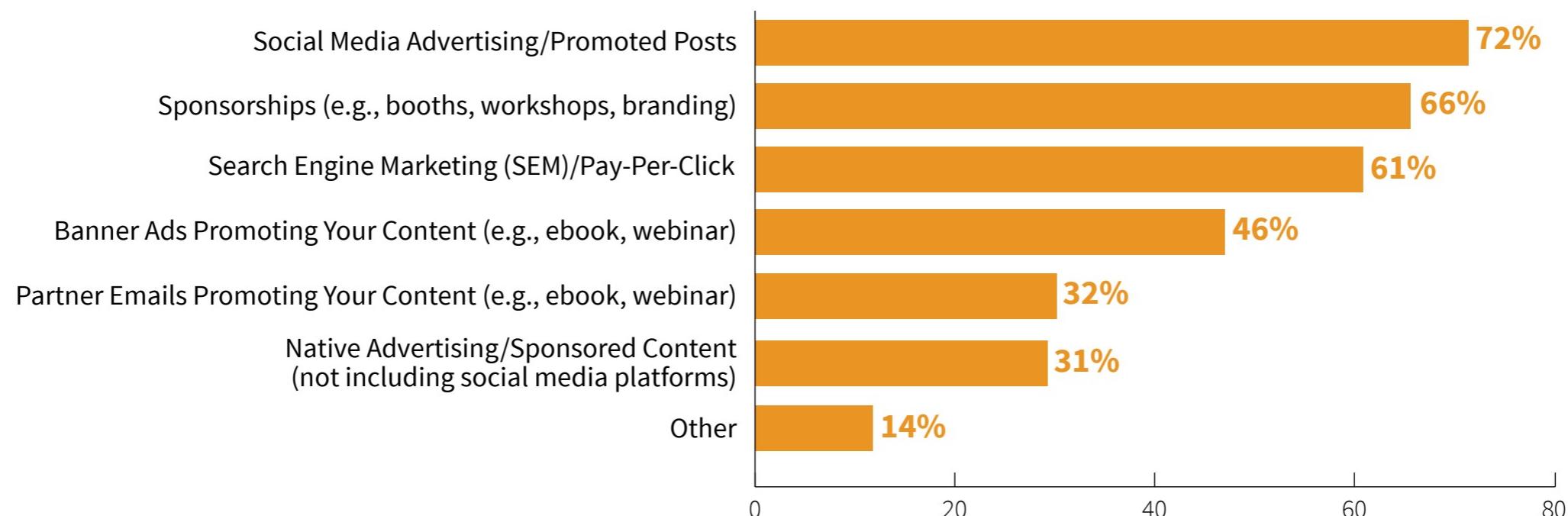


Base: B2B content marketers. Aided list; multiple responses permitted.

2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

84% of B2B marketers use paid distribution channels for content marketing purposes; of that group, 72% use paid social media/promoted posts.

Paid Content Distribution Channels B2B Marketers Used in Last 12 Months



Note: 16% of respondents indicated their organization did not use paid distribution channels in the last 12 months.

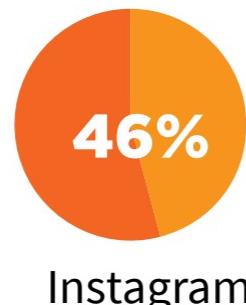
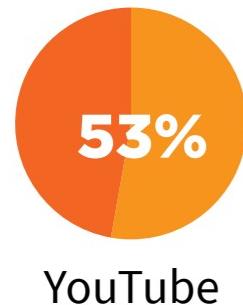
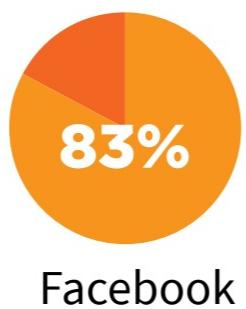
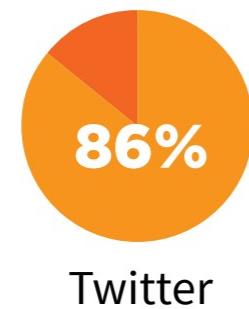
*Base: B2B content marketers whose organization used at least one paid distribution channel in the last 12 months.
2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs*

Nearly all B2B marketers use LinkedIn for organic content marketing. LinkedIn is also the top choice among those who use paid social media platforms.

Respondents also selected LinkedIn as both the organic and paid social media platform that generates the best content marketing results for their organization.

Organic Social Media Platforms

B2B Content Marketers Used in Last 12 Months

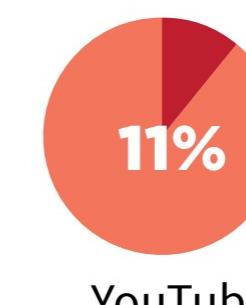
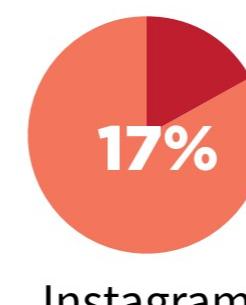
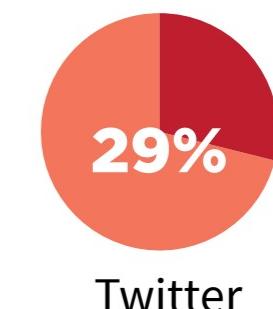
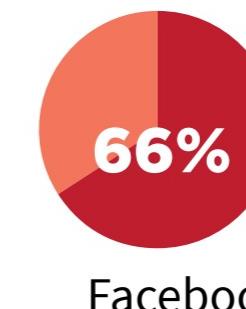
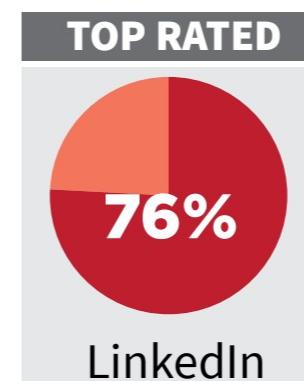


Base: B2B content marketers whose organization used organic social to distribute content in the last 12 months. Aided list; multiple responses permitted.

Other organic social used in last 12 months: Medium (11%); Pinterest (10%); Quora (5%); Reddit (5%); Snapchat (3%); and Other (7%).

Paid Social Media Platforms

B2B Content Marketers Used in Last 12 Months



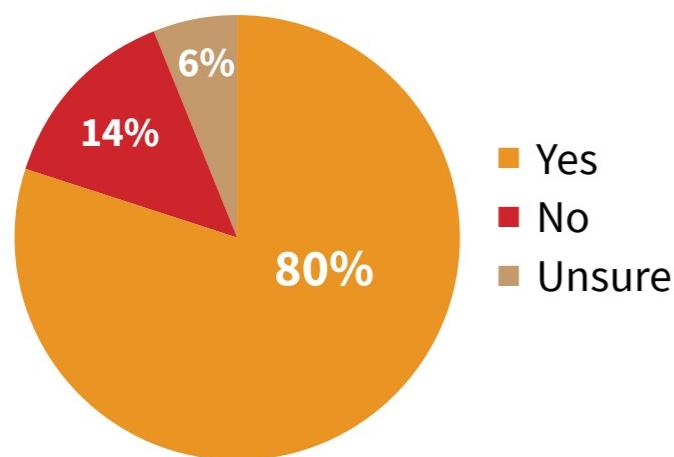
Base: B2B content marketers whose organization used paid social to distribute content in the last 12 months. Aided list; multiple responses permitted.

Other paid social used in last 12 months: Pinterest (2%); Snapchat (2%); Medium (2%); Reddit (1%); Quora (1%); and Other (5%).

METRICS & GOALS

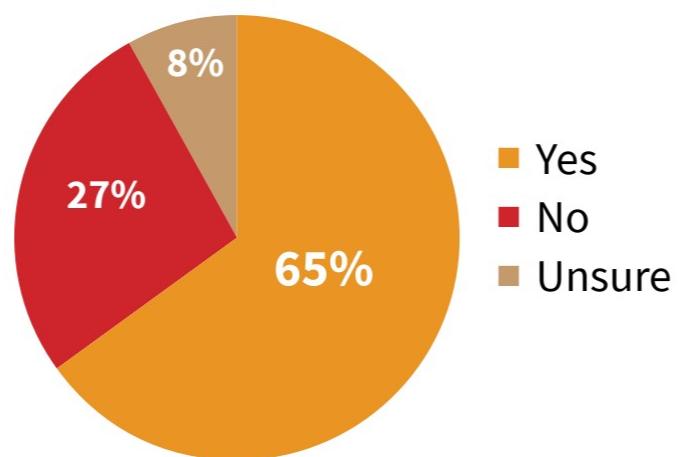
80% of B2B marketers use metrics to measure content performance, 65% have established KPIs, and 43% measure content marketing ROI.

Does Your B2B Organization Use Metrics to Measure Content Performance?



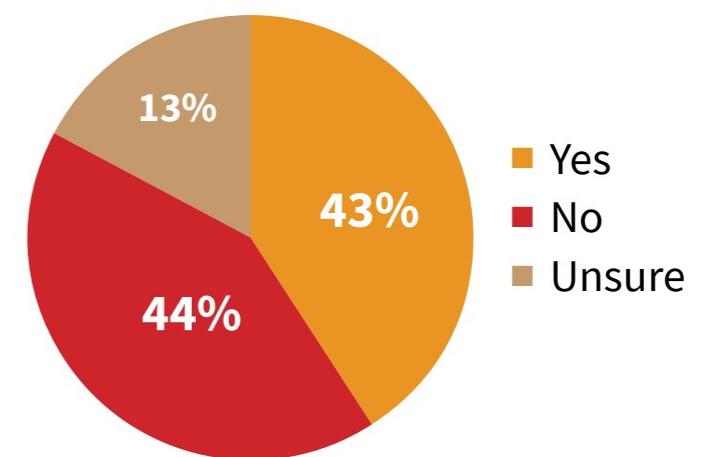
Base: B2B content marketers.
2020 B2B Content Marketing Benchmarks, North America:
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Did Your B2B Organization Establish KPIs to Measure Content Marketing Initiatives in the Last 12 Months?



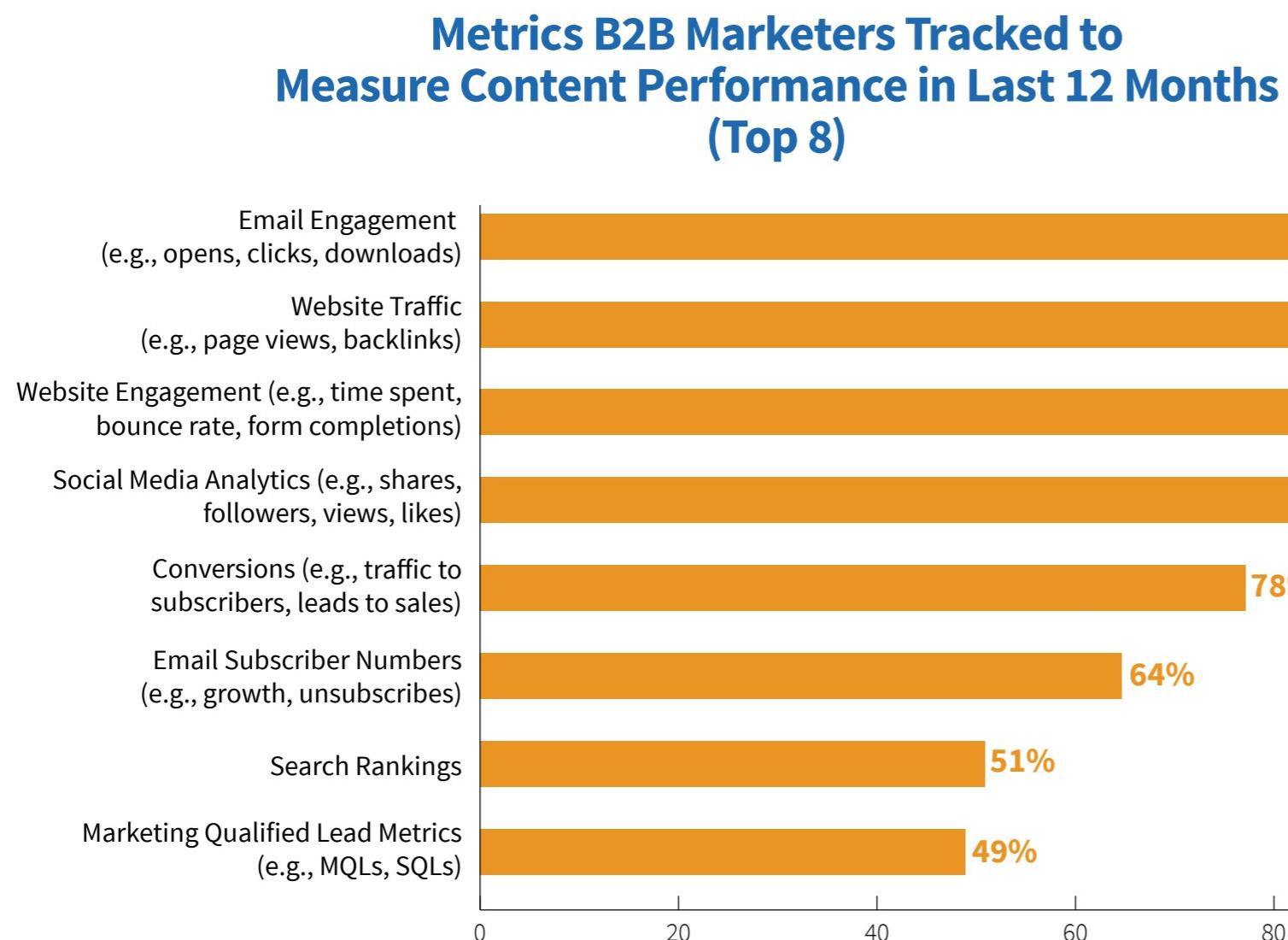
Base: B2B content marketers whose organization uses metrics to measure content performance.
2020 B2B Content Marketing Benchmarks, North America:
Content Marketing Institute/MarketingProfs

Does Your B2B Organization Measure Content Marketing ROI?



Base: B2B content marketers whose organization uses metrics to measure content performance.
2020 B2B Content Marketing Benchmarks, North America:
Content Marketing Institute/MarketingProfs

The top 5 metrics B2B marketers track to measure content performance are email engagement (90%), website traffic (88%), website engagement (86%), social media analytics (83%), and conversions (78%).

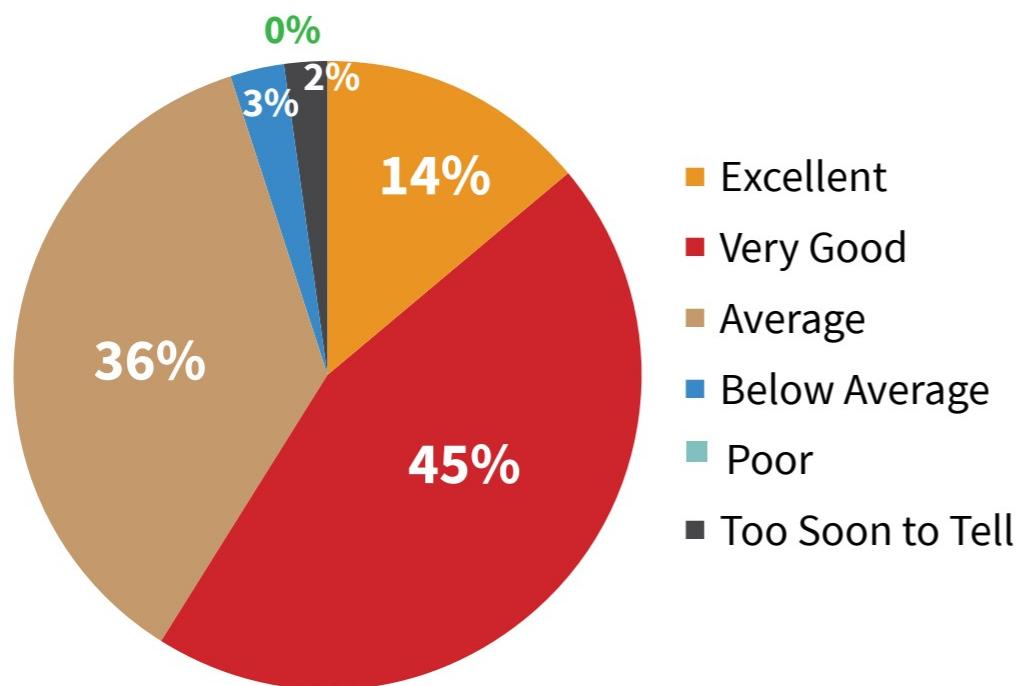


Base: B2B content marketers whose organization uses metrics to measure content performance. Aided list; multiple responses permitted.
2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

Other metrics tracked in last 12 months: Cost of a Lead, Subscribers, and/or Customer/ Customer Acquisition Cost (CAC) (41%); PR Mentions/ Media Coverage (39%); Mobile Analytics (e.g., traffic, time spent, conversions) (32%); Sales Effectiveness (e.g., sales cycle time, sales team performance) (24%); Customer Retention Rates (19%); Customer Satisfaction Metrics (18%); Lifetime Customer Value (12%); and Other (2%).

59% of the B2B marketers who measure content marketing ROI (43%) rate their ability to demonstrate ROI as excellent or very good.

B2B Marketers' Ability to Demonstrate ROI for Content Marketing Initiatives



Base: B2B content marketers whose organization uses metrics and whose team measured ROI of overall content marketing initiatives in the last 12 months. Aided list.

2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

EXCELLENT

We have measurement data showing ROI on overall content marketing approach

VERY GOOD

We have measurement data showing ROI on at least one content marketing initiative with well-informed insights in other areas

AVERAGE

We have well-informed insights, but lack measurement data showing ROI

BELOW AVERAGE

We only have speculative insights at this point

POOR

We have little insight into what works and what doesn't

Most respondents are focused on top-of-funnel goals; however, there are notable year-over-year differences among those using content marketing successfully to nurture, build loyalty, and generate sales/revenue.

Goals B2B Marketers Have Achieved by Using Content Marketing Successfully in Last 12 Months

	All Respondents	As Reported One Year Ago*
Create brand awareness	86%	81%
Educate audience(s)	79%	73%
Build credibility/trust	75%	68%
Generate demand/leads	70%	68%
Nurture subscribers/audiences/leads	68%	58%
Build loyalty with existing clients/customers	63%	54%
Drive attendance to one or more in-person events	52%	49%
Generate sales/revenue	53%	45%
Build a subscribed audience	45%	43%
Support the launch of a new product	45%	40%
None of the above	0%	1%

*See 2019 B2B Content Marketing Benchmarks, Budgets, and Trends--North America

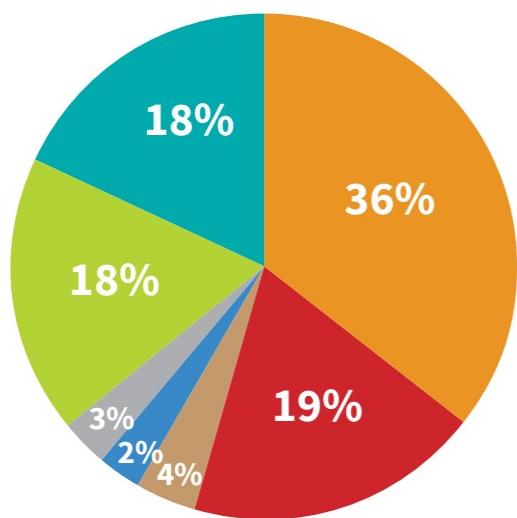
Base: B2B content marketers. Aided list; multiple responses permitted.

2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

BUDGETS & SPENDING

36% of B2B marketers reported a 2019 annual content marketing budget of less than \$100,000. The average reported annual budget (all respondents) was \$185,000.

2019 Annual Budget for B2B Content Marketing (Average) (All Respondents)



- Less than \$100,000
- \$100,000 to under \$500,000
- \$500,000 to under \$750,000
- \$750,000 to under \$1,000,000
- \$1,000,000 or more
- Unsure
- There is no content marketing budget

2019 Annual Budget for B2B Content Marketing (Average) (By Content Marketing Success Level)



2019 Annual Budget for B2B Content Marketing (Average) (By Company Size)



Note: Marketers who reported their organization has no content marketing budget were not asked to specify if the expenditures come from a general marketing or other fund. The survey did not specify whether to include content marketing salaries, nor did it ask respondents to break out areas of content marketing spend.

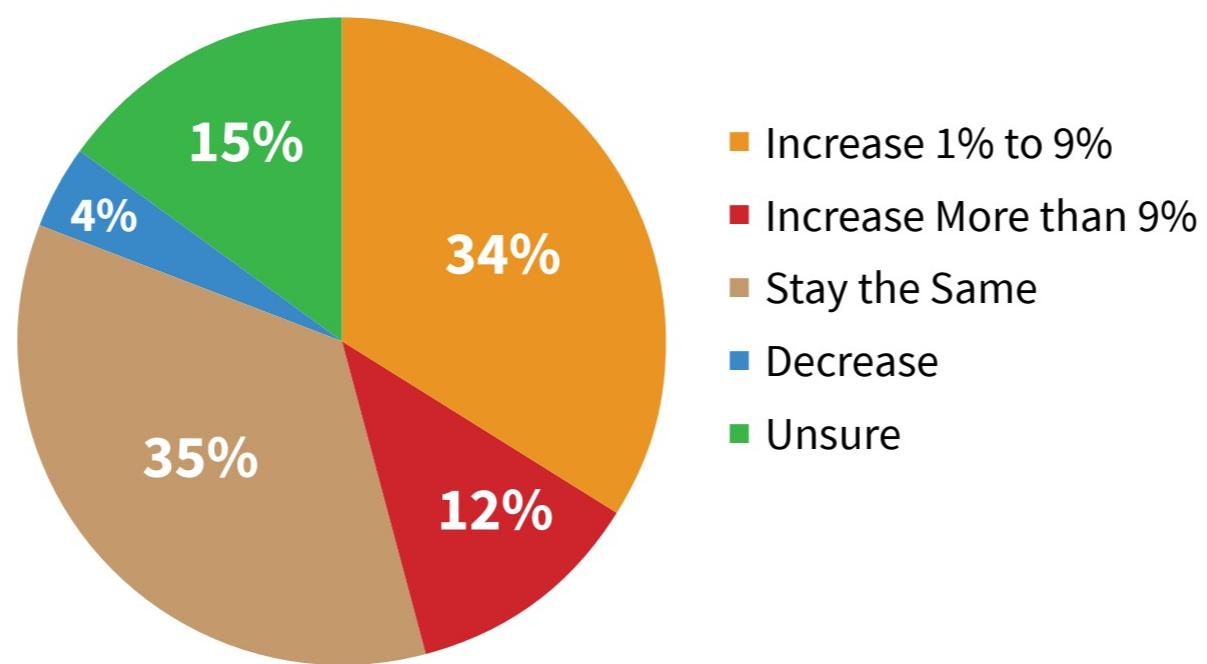
Base: B2B content marketers. Aided list.

2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

Nearly half of B2B marketers expect their content marketing budget to increase in 2020.

These figures are similar among organizations of all sizes regardless of their overall content marketing success. They're also similar to the percentages reported last year.

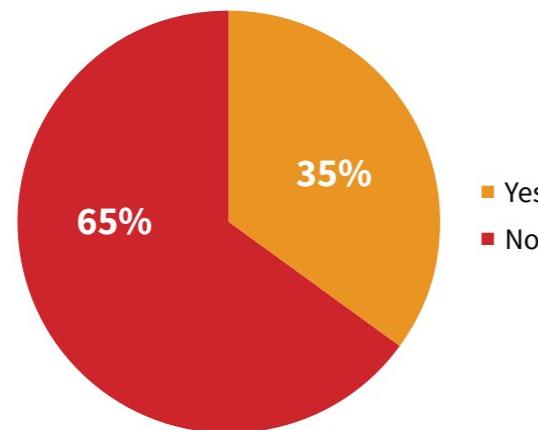
B2B Marketers' Expected Change in 2020 Content Marketing Budget Compared With 2019



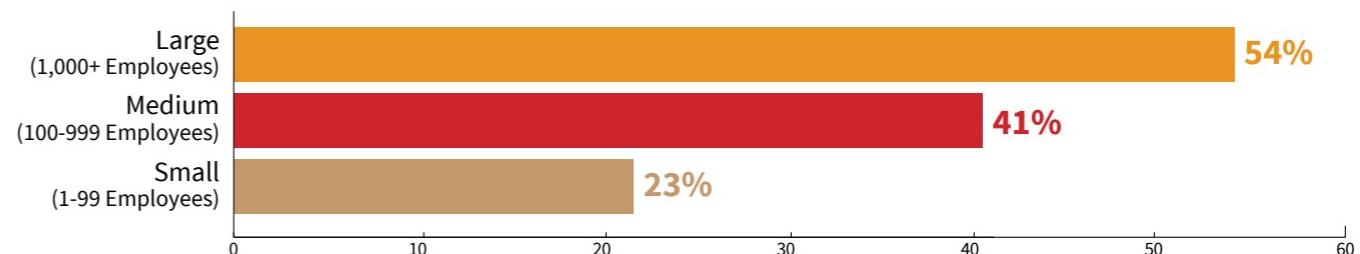
Base: B2B content marketers who reported having an annual budget for content marketing in 2019.
2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

Organization size and available budget impact whether a company uses paid advertising in addition to content marketing.

Does Your B2B Organization Use Traditional Paid Advertising in Addition to Content Marketing? (All Respondents)



Percentage of B2B Marketers Who Use Traditional Paid Advertising in Addition to Content Marketing (By Company Size)



Percentage of B2B Marketers Who Use Traditional Paid Advertising in Addition to Content Marketing (By Annual Content Marketing Budget)

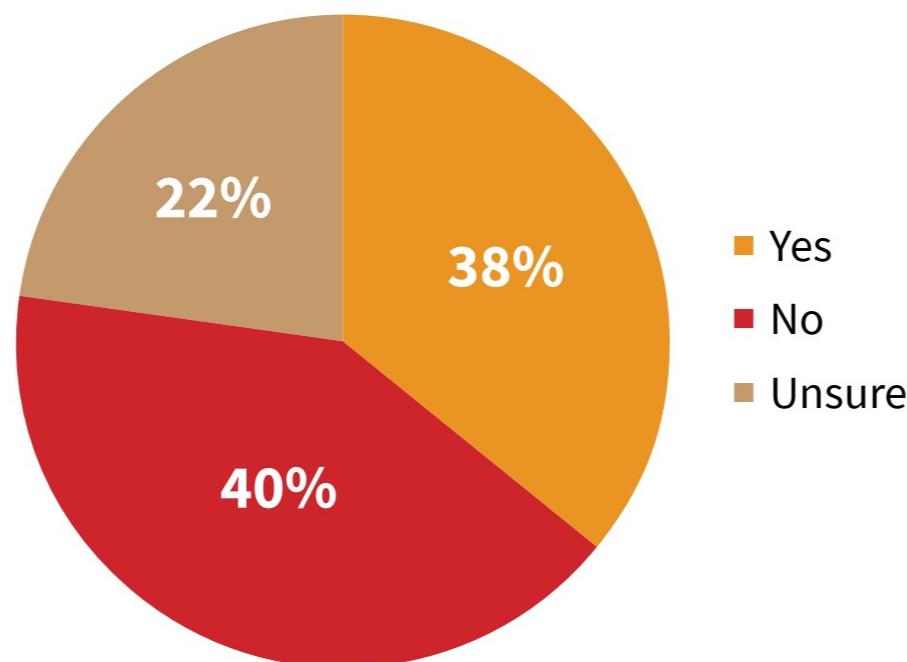
	Yes	No
Over \$100,000	49%	51%
Under \$100,000	28%	72%

Base: B2B content marketers.

2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

Of those who use paid advertising, 38% say they've shifted paid advertising dollars to content marketing in the last 12 months. There were no notable differences by company size or amount of the annual content marketing budget.

Did Your B2B Organization Shift Paid Advertising Dollars to Content Marketing in the Last 12 Months?



*Base: B2B content marketers whose organization uses traditional paid advertising in addition to content marketing.
2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs*

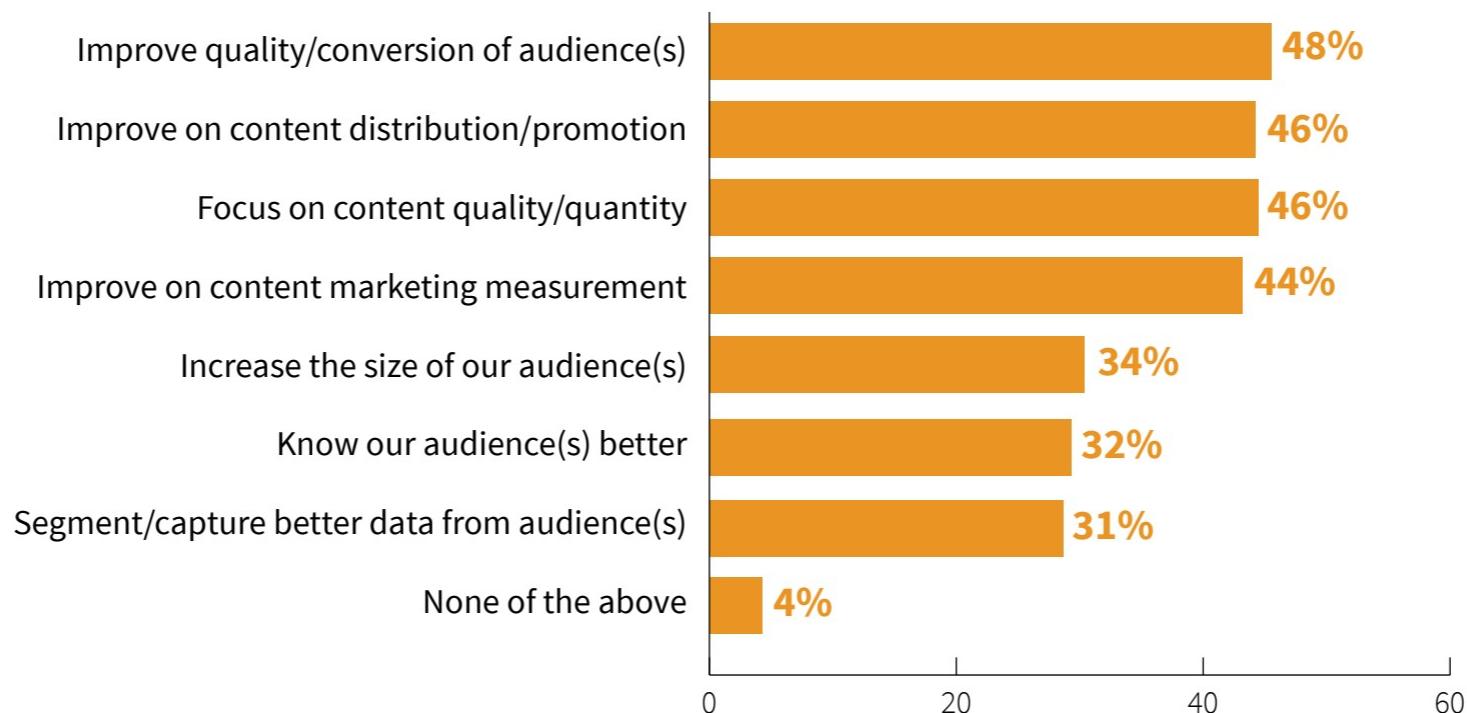


CONTENT MARKETING PRIORITIES



Nearly half of B2B marketers think their organization might prioritize improving the quality/conversion of audiences in 2020.

Top 3 Content Marketing Activities B2B Marketers Think Their Organization Might Prioritize in 2020



Note: The survey did not ask respondents to rate their organization's current success with any of the activities shown on the aided list. Therefore, use caution if making assumptions about current challenges organizations may be facing in any of the areas listed.

Base: B2B content marketers. Aided list; maximum of 3 responses permitted.

2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

B2B Content Marketing 2020: Benchmarks, Budgets, and Trends—North America was produced by **Content Marketing Institute (CMI)** and **MarketingProfs** and sponsored by **Sitecore**.

The CMI/MarketingProfs 10th annual content marketing survey, from which the results of this report were generated, was emailed to a sample of marketers using lists from Content Marketing Institute and MarketingProfs. Online survey hosting, data collection, and tabulation was provided by Readex Research.

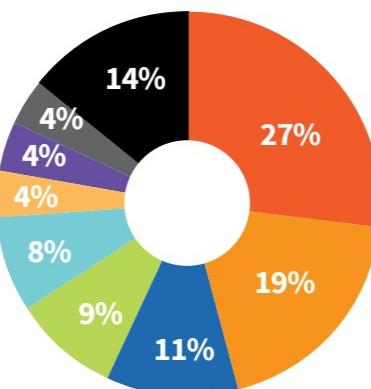
A total of 1,798 recipients from around the globe—representing a full range of industries, functional areas, and company sizes—replied to the survey during June/July 2019.

This report presents the findings from the 679 respondents who indicated:

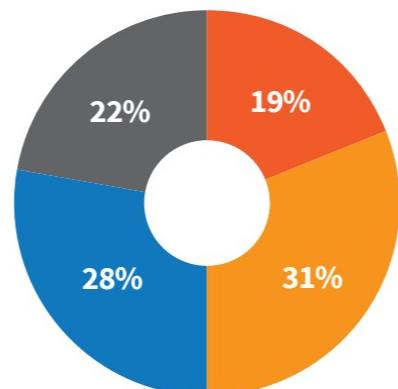
- Their organization is a for-profit company in North America, primarily selling products/services to businesses (B2B)
- Their organization has used content marketing for at least one year
- They are a content marketer, involved with the content marketing function, and/or someone to whom content marketing reports

Find our archive of past reports at contentmarketinginstitute.com/research.

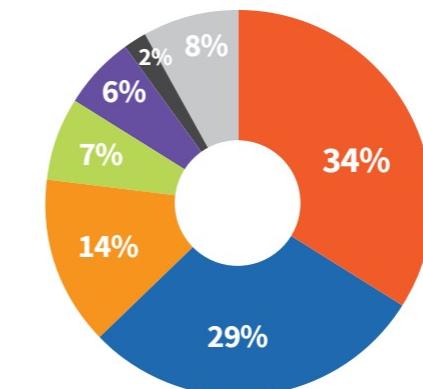
B2B Industry Classification



Size of B2B Company (by Employees)



B2B Content Marketing Job Title/Function



- Technology/IT/Software/Hardware
- Agency (Content Marketing, Advertising, Digital, PR)
- Manufacturing
- Consulting
- Professional Services
- Healthcare/Medical/Pharma/Life Sciences
- Financial Services
- Publishing/Media
- Other

- Micro (Fewer than 10 Employees)
- Small (10-99 Employees)
- Medium (100-999 Employees)
- Large (1,000+ Employees)

- Marketing Management
- Content Creation/Management
- Corporate/Executive Management
- Marketing Operations
- Advertising/PR/Comm Management
- Consulting
- Other

Thanks to all the survey participants who made this research possible and to everyone who helps disseminate these findings throughout the content marketing industry.

About Content Marketing Institute

Content Marketing Institute (CMI) is the leading global content marketing education and training organization, teaching enterprise brands how to attract and retain customers through compelling, multichannel storytelling. CMI's [Content Marketing World](#) event, the largest content marketing-focused event, is held every fall in Cleveland, Ohio, and [ContentTECH Summit](#) event is held every spring in San Diego, California. CMI publishes [Chief Content Officer](#) for executives and provides strategic consulting and content marketing research for some of the best-known brands in the world. Content Marketing Institute is organized by Informa Tech. To learn more: ContentMarketingInstitute.com.

About MarketingProfs

[MarketingProfs](#) is a training and education company dedicated to helping large organizations, small teams, and individuals execute marketing campaigns that drive real results. MarketingProfs produces [training programs](#), [online events](#), [conferences](#), including the [MarketingProfs B2B Forum](#). More than 600,000 marketers globally trust MarketingProfs as their top marketing resource.

About Sitecore

[Sitecore](#) is the global leader in experience management software that combines content management, commerce, and customer insights. The Sitecore Experience Cloud™ empowers marketers to deliver personalized content in real time and at scale across every channel—before, during, and after a sale. More than 5,200 brands—including American Express, Carnival Cruise Lines, Dow Chemical, and L'Oréal—have trusted Sitecore to deliver the personalized interactions that delight audiences, build loyalty, and drive revenue.

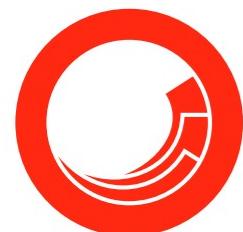


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